

What Is Claimed Is:

1. A satellite broadcasting system for broadcasting a
broadcasting program to be broadcast all at once to many and
unspecified apparatus over a wide range through a satellite,
5 comprising:

a transmission apparatus; and

at least one reception apparatus;

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said transmission apparatus including means for
multiplexing an area designation part and a contents part to
10 produce the broadcasting program, and means for transmitting
the broadcasting program;

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said reception apparatus including a radio wave reception
section for receiving a broadcasting program, a current position
acquisition section for detecting a current position of said
15 reception apparatus, an area to physical district coordination
table including pairs of information each of which represents
an area name and a physical district of the area name, a current
area detection section for searching for an area name which
includes the current position detected by said current position
20 acquisition section from within said area to physical district
coordination table and outputting the searched out area name,
a broadcasting propriety discrimination section for comparing
the area name outputted from said current area detection section
and the area designation part of the broadcasting program
25 received from said radio wave reception section with each other
and outputting the contents part of the broadcasting program

when the area name is included in the area designation part,
and a reproduction section for receiving and reproducing the
contents part of the broadcasting program outputted from said
broadcasting propriety discrimination section.

5 2. A satellite broadcasting system for broadcasting a
broadcasting program to be broadcast all at once to many and
unspecified apparatus over a wide range through a satellite,
comprising:

 a transmission apparatus; and

10 at least one reception apparatus;

 said transmission apparatus including means for
multiplexing an area designation part and a contents part to
produce the broadcasting program, and means for transmitting
the broadcasting program;

15 said reception apparatus including a radio wave reception
section for receiving a broadcasting program, a current position
acquisition section for detecting a current position of said
reception apparatus, an area to physical district coordination
table including pairs of information each of which represents
20 an area name and a physical district of the area name, a current
area detection section for searching for an area name which
includes the current position detected by said current position
acquisition section from within said area to physical district
coordination table and outputting the searched out area name,
25 a broadcasting propriety discrimination section for comparing
the area name outputted from said current area detection section

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and the area designation part of the broadcasting program received from said radio wave reception section with each other and refraining said broadcasting propriety discrimination section itself from outputting the contents part of the broadcasting program when the area name is included in the area designation part, and a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

3. A satellite broadcasting reception apparatus, comprising:

a radio wave reception section for receiving a broadcasting program in which an area designation part and a contents part are multiplexed;

a current position acquisition section for detecting a current position of said reception apparatus;

an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name;

a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name;

a broadcasting propriety discrimination section for comparing the area name outputted from said current area

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detection section and the area designation part of the
broadcasting program received from said radio wave reception
section with each other and outputting the contents part of
the broadcasting program when the area name is included in the
5 area designation part; and

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a reproduction section for receiving and reproducing the
contents part of the broadcasting program outputted from said
broadcasting propriety discrimination section.

4. A satellite broadcasting reception apparatus,
10 comprising:

a radio wave reception section for receiving a
broadcasting program in which an area designation part and a
contents part are multiplexed;

15 a current position acquisition section for detecting a
current position of said reception apparatus;

an area to physical district coordination table including
pairs of information each of which represents an area name and
a physical district of the area name;

20 a current area detection section for searching for an
area name which includes the current position detected by said
current position acquisition section from within said area to
physical district coordination table and outputting the
searched out area name;

25 a broadcasting propriety discrimination section for
comparing the area name outputted from said current area
detection section and the area designation part of the

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5 broadcasting program received from said radio wave reception section with each other and refraining said broadcasting propriety discrimination section itself from outputting the contents part of the broadcasting program when the area name is included in the area designation part; and

a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

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